

## **ABSTRACT**

*The transportation phenomena so many varieties nowadays, especially for taxi transportation in conventional taxis and online taxis in the city of Bandung. This research is motivated by the problems on service quality and marketing mix of Blue Bird Taxi in Bandung city. The problem is based on the phenomenon of the existence of an online taxi which greatly affected the Blue Bird tax where there was a decrease in the net profit of Blue Bird taxi by 42.3% to Rp360, 86 billion per September 2016. Profit slumped in line with the decline in revenue. The purpose of this study is to determine the effect of service quality, price and promotion on purchasing decision process of using services on Blue Bird taxi in the city of Bandung partially or simultaneously.*

*The research method used in this research is quantitative method with descriptive research type and causality. The population in this research is consumers who had used the Blue Bird taxi service in the city of Bandung with sample is 100 respondents. The Sampling use non probability sampling method with accidental sampling type. Data analysis techniques used are multiple linear analysis.*

*The service quality on the Blue Bird taxi in the city of Bandung has a percentage value of 71.48% is in good category. The price set by Blue Bird taxi in Bandung city has 62.35% percentage is in good enough category. The Promotion on Blue Bird taxi in Bandung city has a value of 56,36% is in good enough category. The process of purchasing decision has a value of 58.3% is in good enough category. There is a positive influence but not significant between the service quality on purchasing decision process of Blue Bird taxi service in the city of Bandung partially. There is a positive influence and significant between price and promotion on purchasing decision process Blue Bird taxi service in Bandung city partially. The service quality, price and promotion simultaneously have a positive and significant effect simultaneously to the purchasing decision process is about 59% and the rest of 41% is influenced by other factors not examined.*

**Keywords : : Price, Service quality, Promotion, Purchasing Decison Process, Multiple of Linear Regression**

